

Welcome to the 2016 **Spoton.net** Conference

it'seeze websites
brilliant designs – better results

spoton.net 
websites & digital marketing

Agenda

Time	Session	Session led by
08:30	Refreshments	
09:00	Welcome	Matt Baines
09:20	Business update	Joanne Robbins
09:40	BDM updates	Alex Brook
10:10	Sharing best practice	Alex Brook / Franchisees
10:40	Break	
10:55	Development updates and Blog	Stephen Morley
11:40	it'seeze Admin System updates	Adam Thomlinson
11:55	Marketing updates	Amy Cross
12:40	Lunch	
13:25	Sell more. More often.	Andy Preston
14:25	Break	
14:40	Workshop 1 – Getting a website brief and content	Kevin Woods and Ann Oldroyd
	Workshop 2 – New CRM	Alex Brook and Adam Tomlinson
	Workshop 3 – Q&As	All other staff
16:10	Awards	Alex Brook
16:25	Close	

Business Update

Turnover

Increased by 20% from 2014/2015 to 2015/2016

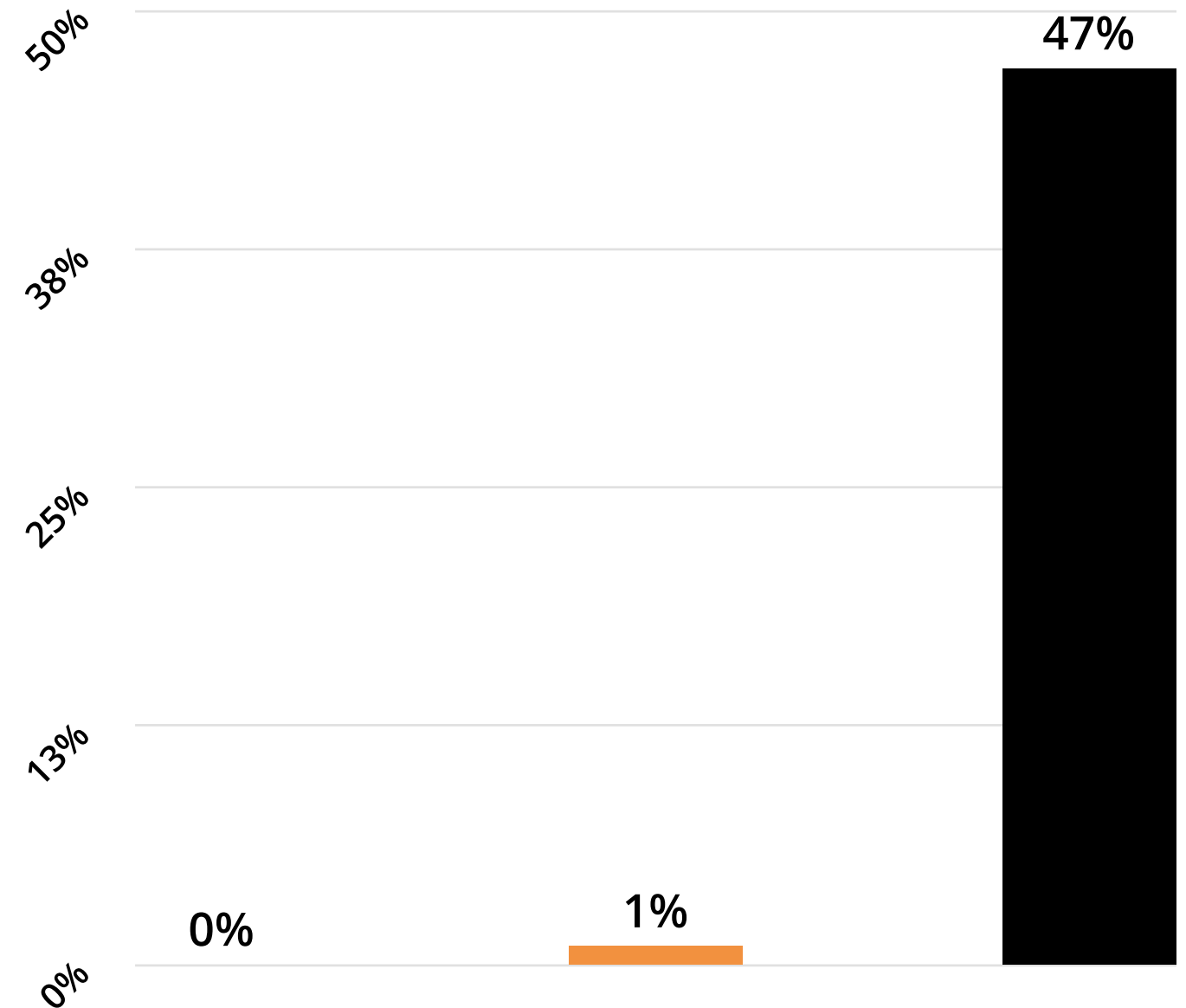


Sales

Lite sales have remained in line with the previous year

Max sales an increase to 1%

Commerce sales an increase to 47%

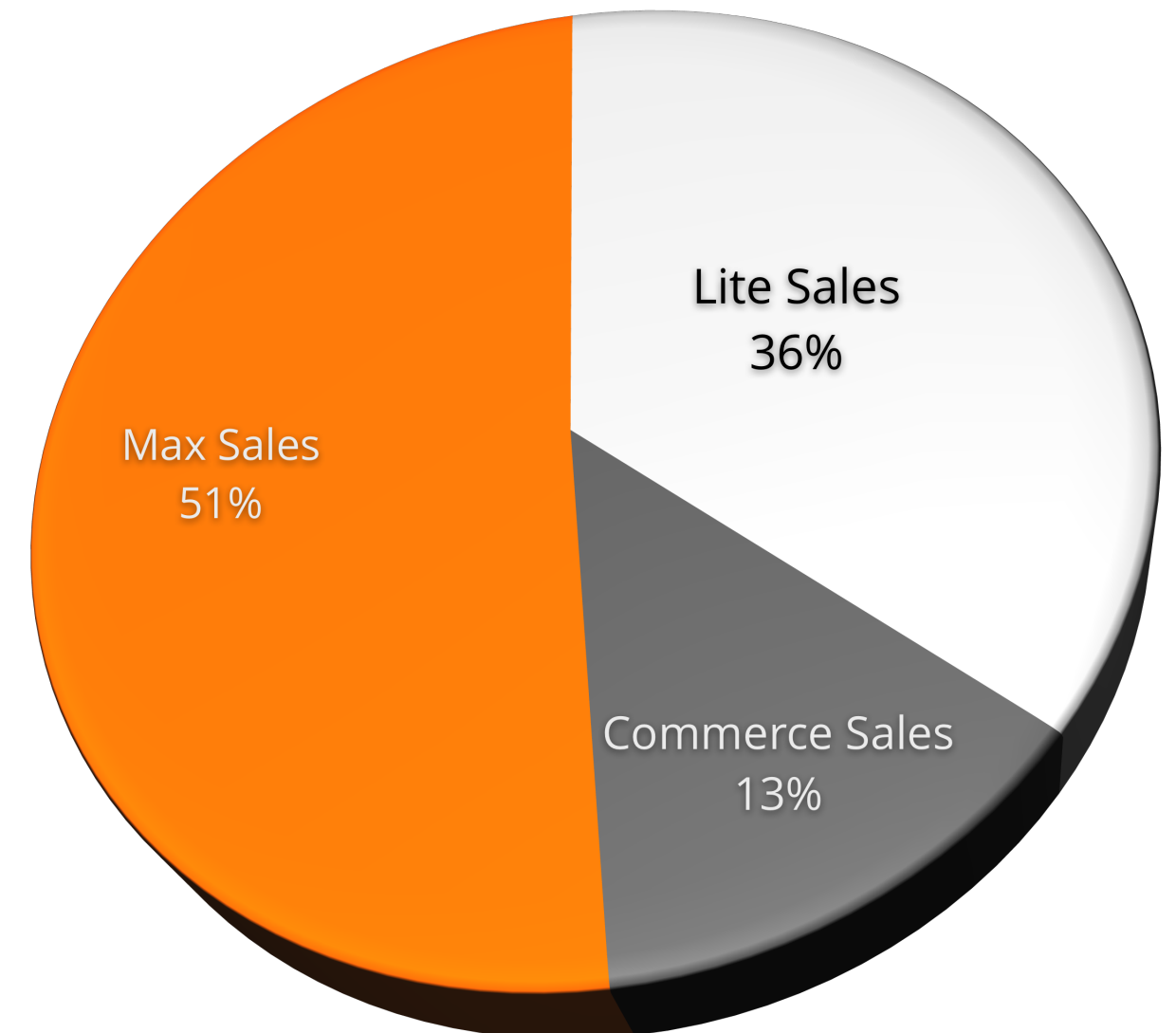


Website packages as a percentage of the total sales since the responsive launch:

Commerce represents 13% of the total

Lite represent 36% of the total

Max represent 51% of the total



Upgrades to responsive



- + To date 20% of existing customers have upgraded
- + Ways to encourage a quicker rate of upgrades



Revised Upgrade fees/commission from 3.10.2016

Responsive upgrades - **same design**

This represents 90% of all upgrades

Current Structure

Package	Price £	Head office Commission £	Franchisee Commission £
Lite	150	100	50
Max	150	100	50
Commerce	150	100	50

New Structure

Package	Price £	Head office Commission £	Franchisee Commission £
Lite	100	50	50
Max	150	50	100
Commerce	150	50	100

Revised Upgrade fees/commission from 3.10.2016

Responsive upgrades - **new design**

This represents 10% of all upgrades

Current Structure

Package	Price £	Head office Commission £	Franchisee Commission £
Lite	200	100	100
Max	400	200	200
Commerce	400	200	200

New Structure

Package	Price £	Head office Commission £	Franchisee Commission £
Lite	150	50	100
Max	300	100	200
Commerce	300	100	200

Retention

Upgrades secure new minimum term contracts

MOBILE

LITE



MAX

COMMERCE

Other Business Changes

Revised bespoke development fees & commission splits from 3.10.2016



Commission

- + **New Minimum fee** for small customisations £20
- + Up to £250 £25%
- + Up to £1000 as above plus 20% on additional £750
- + Up to £2000 as above plus 15% on additional £1000
- + Over £2000 as above plus 10% on any additional amount over £2000

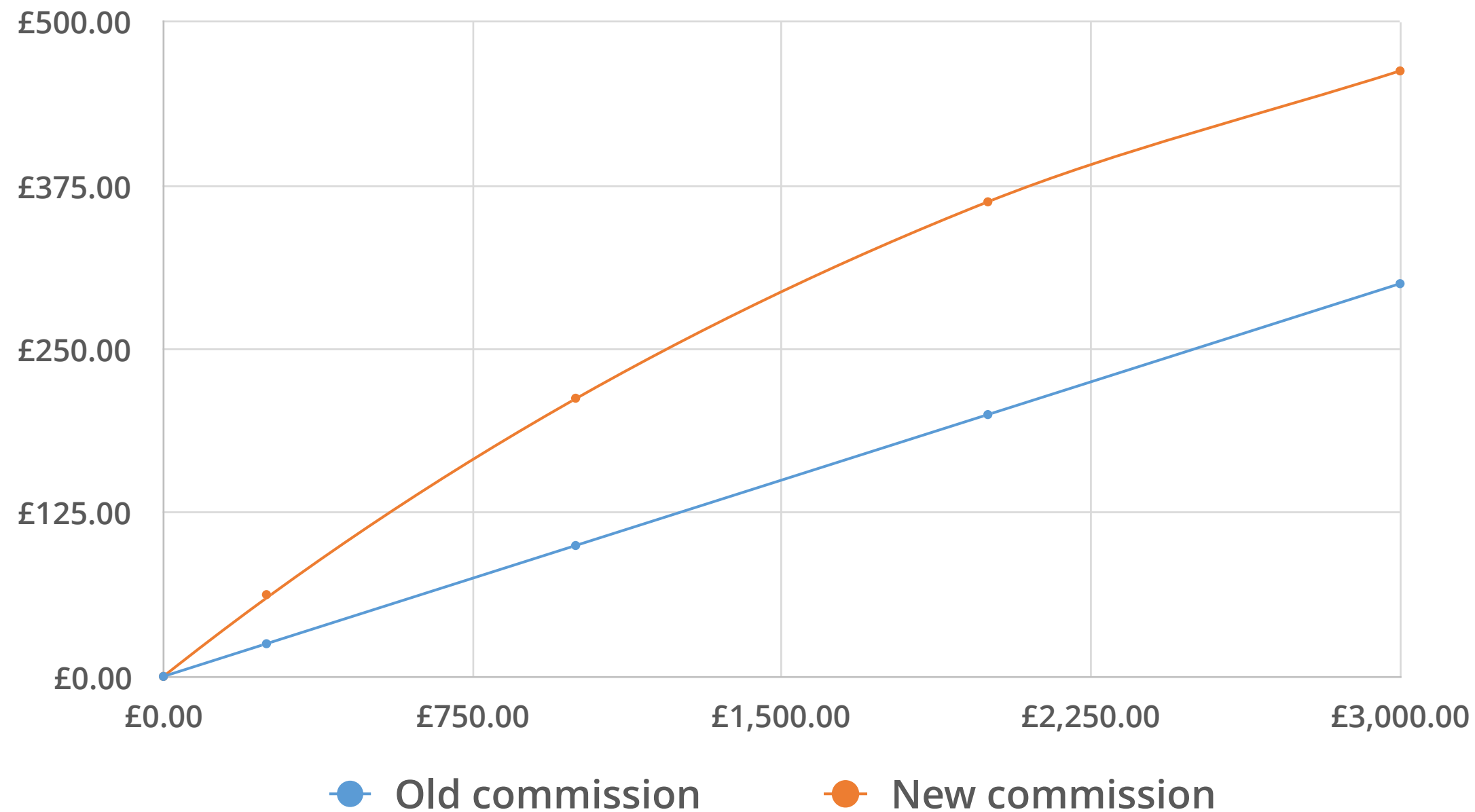
Examples of new commission splits

+ Price £20.00 Commission £5.00

+ Price £250 Commission £62.50

+ Price £1000 Commission £212.50

+ Price £2000 Commission £362.50



New range of website extras from 3.10.2016

New standard extras (previously bespoke quotes)

Extras	Minimum Price £	Maximum Price £	Franchisee Commission (up to) £
Multiple Language Navigation	60	100	40
Slide-in images animation	60	100	40
Video in lightbox	60	100	40
Icons in navigation	120	160	40
Before and after images	60	100	40
Colour changes on scroll	60	100	40
Fly out form	60	100	40
Widgets			
Free to book	20	30	10
Evivo	20	30	10
Trip Advisor	20	30	10
Once Booking	20	30	10
Owners Direct	20	30	10
Live Chat	20	30	10
Heal Code	20	30	10
Booking button	20	30	10

Imap/Webmail:



Domain Names:



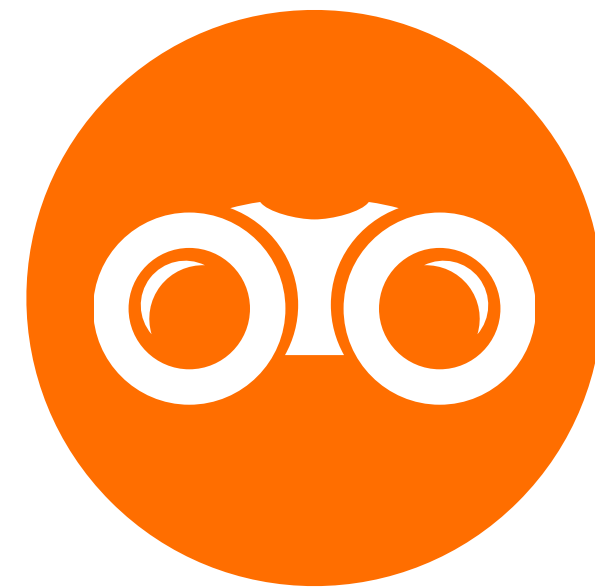
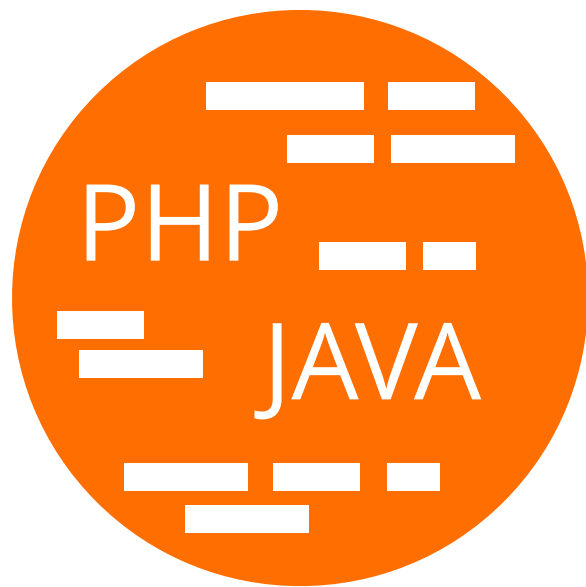
Sugar CRM



Staff / The Team



Developer



Staff



Louise Moxhay -
Front End Developer - new role

Staff



Ho Jia Qian -
Designer - new role

Staff



Frederick Coulton -
Designer - Replacement for Naomi

Staff



Lauren Bourne -
Copywriter/SEO - new role

Staff

Alex Brook -
Business Development Manager - new role

BDM Update

My Background



Hunted for new business



Found opportunities



Provided solutions



Developed relationships

My Role at Spoton



Liaison



Support



Best Practice



Feedback

Your Feedback so far...



Content = Website briefing form / 1 month deferral



Monthly fee = Marketing our prices



Capabilities = Case Studies



Competitors= Competitor analysis report



CRM = benefits?



Best Practice

Best Practice



‘Professional procedures that are most **effective**’

or



‘Best process to gain customers’

Sales Process - Gain Customers



1) **Prospecting** = Approach to find new business



2) **Opportunity** = identify need for website



3) **Appointment** = providing solution, build trust



4) **Follow up** = Push for close

1) Prospecting – Most effective approach



Networking – Referrals – strategic contacts -
indirect approach



Canvassing – Local consultant – Direct approach



Telemarketing / appointment setting -
2nd most direct approach - cost/time
effective

Discover Opportunity...

2) Discover opportunity



Find a reason to approach – responsive?



Identify problem – current provider?



Listen to prospect – sell benefits not features.



Start relationship - follow up!

Sales Statistics – Don't give up



48% never follow up from 1st contact with a prospect

25% make a 2nd contact then stop

12% only make 3 contacts then stop

Only 10% make more than 3 contact attempts



2% of progress is made on the 1st contact

3% of progress is made on 2nd contact

5% of progress is made on 3rd contact

80% of progress can take up to 6 contact attempts

3) Appointment



Build trust /relationship - Case studies & testimonials



Provide solution - Match benefits / solve problem



Reduce risk – One stop shop, local consultant



Promote local consultant - People buy from people

Follow Up



Objection equals unanswered question



Happy? Ask for testimonial and referrals



Google My Business - authentic local search

Sales Process = Build Conversation

1) Prospect / Approach



2) Opportunity / Need



**3) Meeting /
Appointment**

Build Rapport



How do we manage the relationship?



CRM

'Customer relationship management'

Tool to track conversations



Make Notes - Stay connected



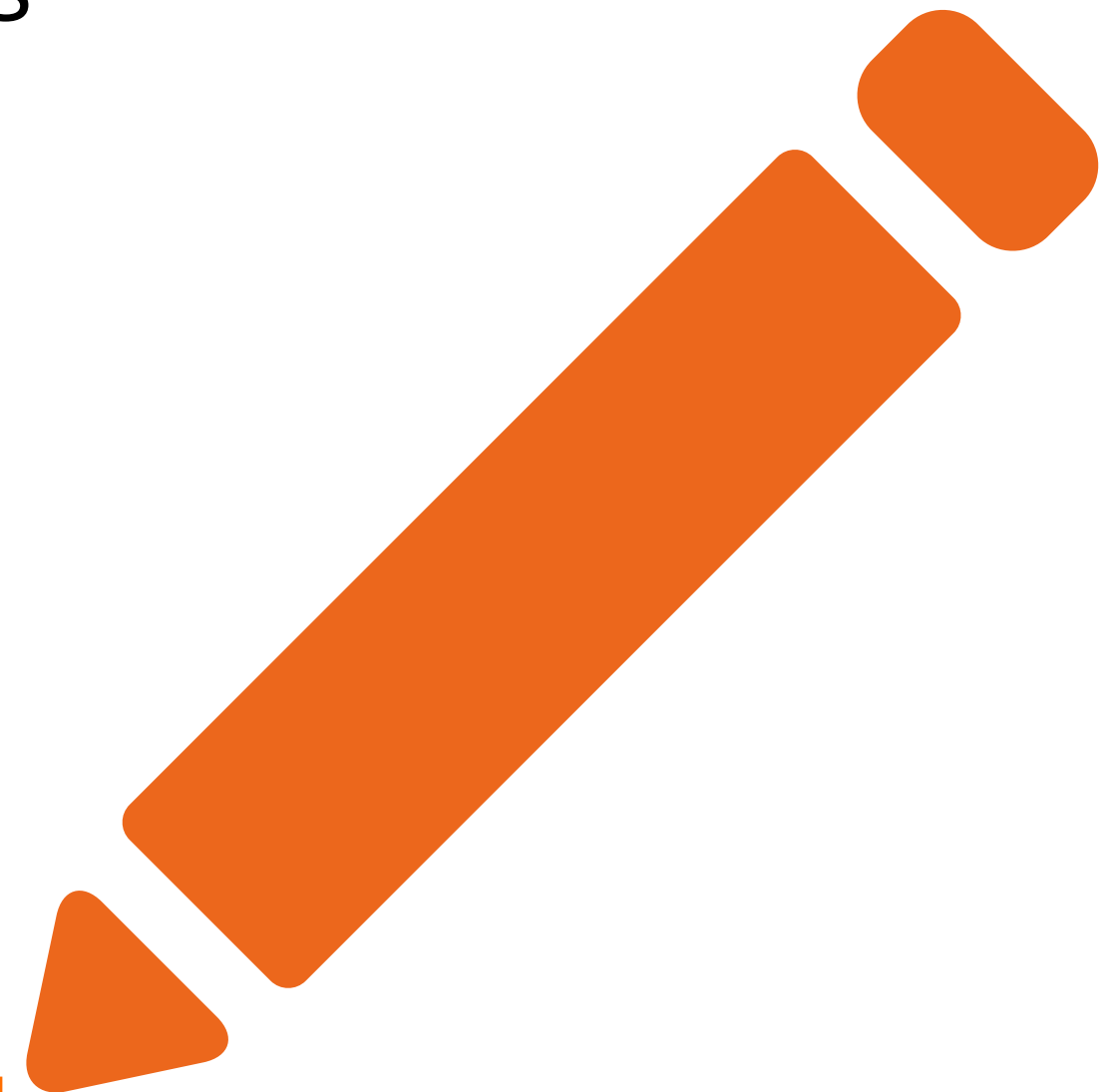
Remember conversations



Remember key details



Develop relationship
– build rapport



Activities – To do list



Reminders



Call backs



Appointments



Move conversations
to next stage



Access Anywhere



Access from any device



Refer to notes



Update anywhere



Reminders on the go



One Central Source



One place



Easy access



Backed up



Effective CRM - Creative sales pipeline



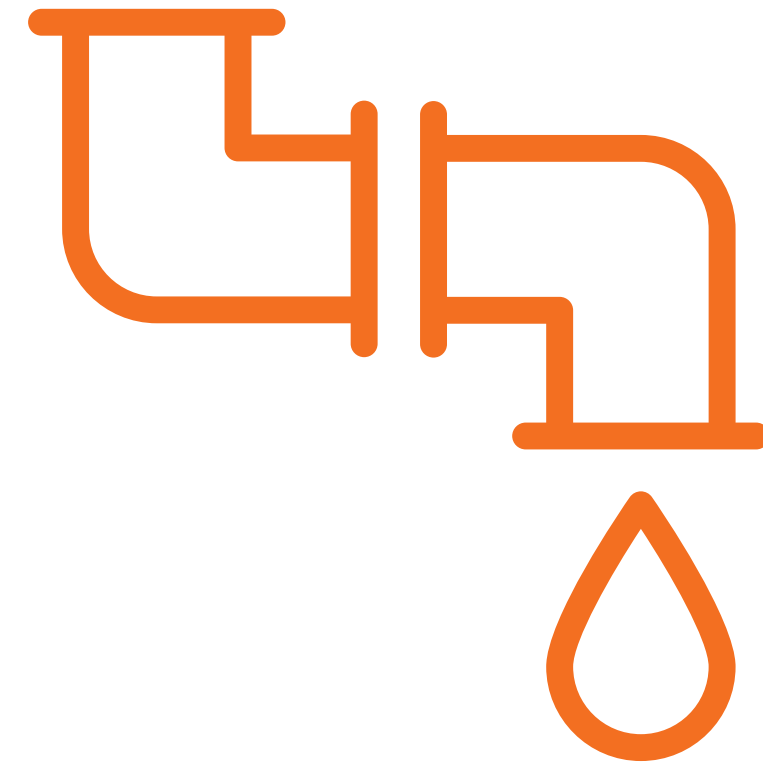
Build relationships



Focus on sales stages



Create a sales pipeline



1) Prospect



2) Opportunity



**3) Meeting /
Appointment**

Introducing **pipedrive**™



Visualise Sales process / best practice



Easy to use



Clear to do list



Daily reminders



Access anywhere

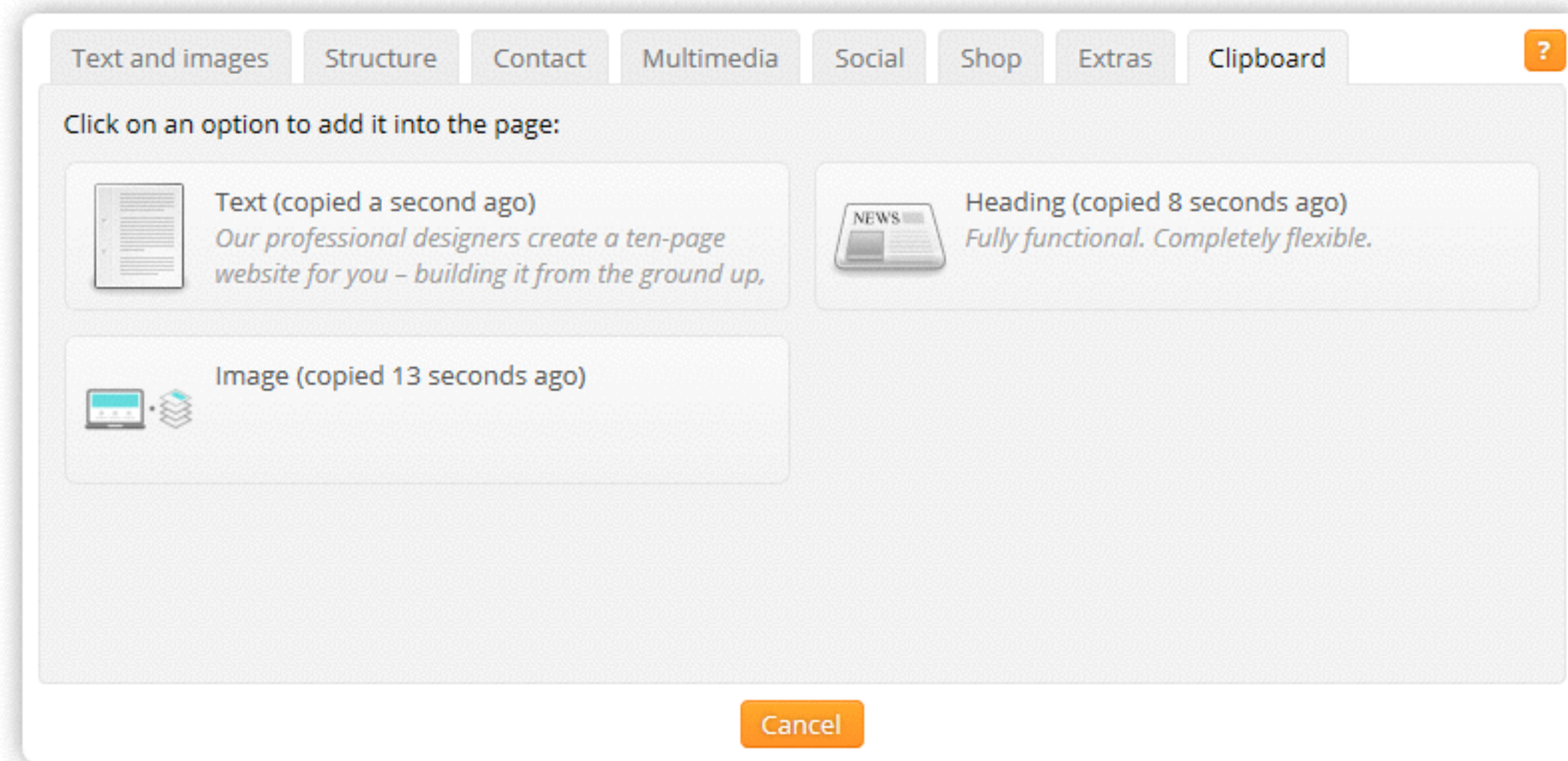


Not just a CRM - a sales tool

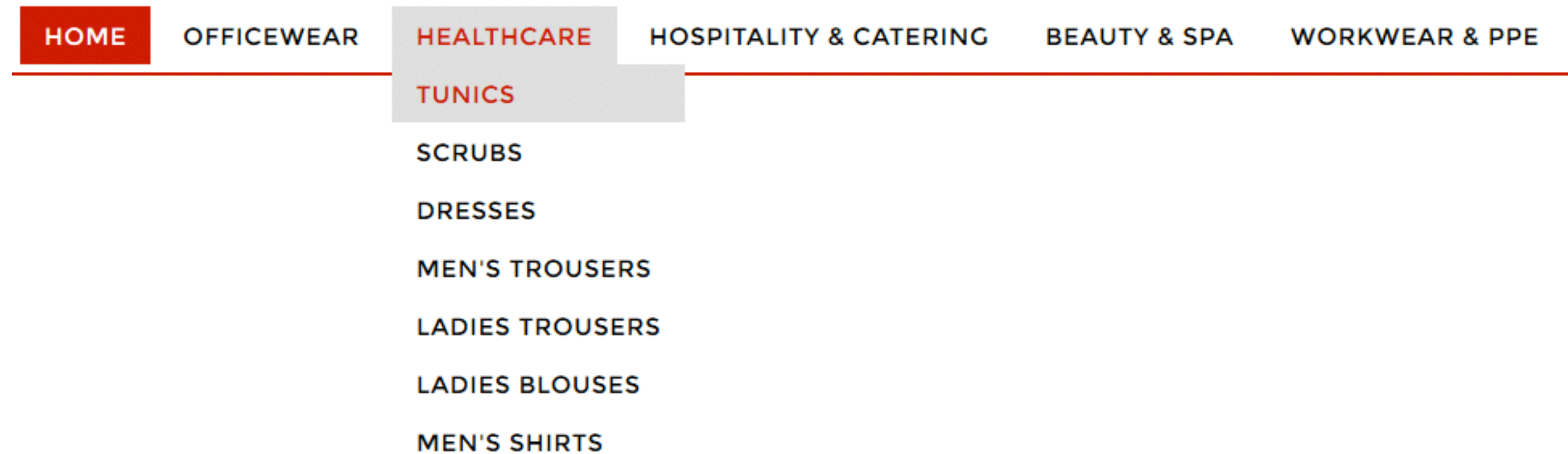
Development

Timeline

June 2015: Previews for copied options



July 2015: Shop categories in navigation



August 2015: Product images in basket

Item	Quantity	Total
 Bloody-nosed beetle print • Size: 32cm × 20cm	 <input data-bbox="1844 860 2043 960" type="text" value="1"/> prints	£18.00

September 2015: Variants as colour swatches

Model:

☐ Value

☐ Premium

☐ Deluxe

Colour:

☒ Black

☐ Red

☐ White

January 2016: Global Iris



January 2016: Social media images

Page metadata

?

Page name:

Home

Shown in navigation menus

Page title:

it'seeze responsive websites: brilliant designs, better results

Shown in search engine results pages


Length: 63 characters

Description:

We design brilliant responsive websites to help you market your business online for better results. Editable websites from just £200.

Length: 133 characters

Image:



Change image

Remove image

OK

Cancel

February 2016: Editable customer details

Contact details

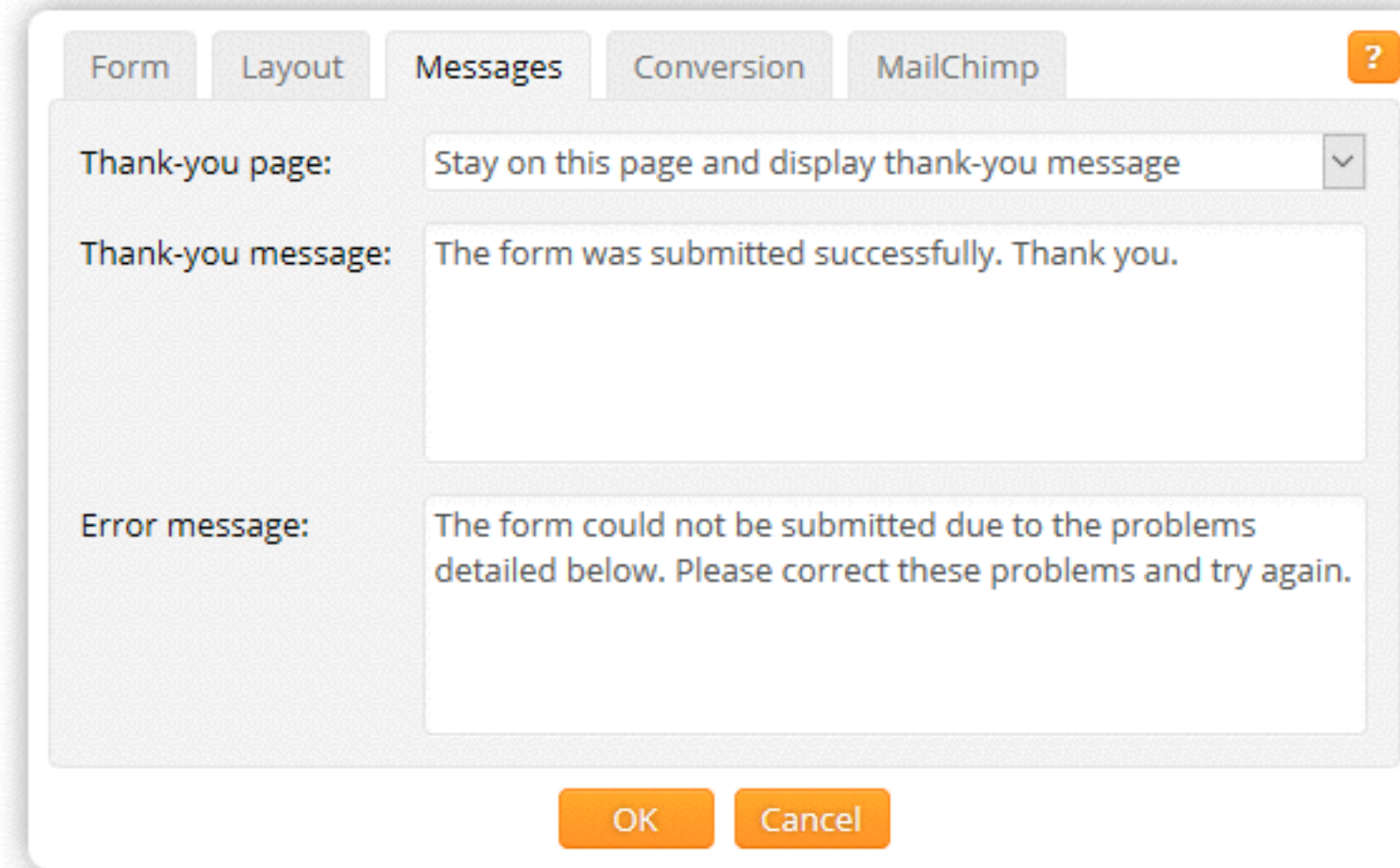
Account type:	<input type="text" value="Guest account"/>
First name:	<input type="text" value="Stephen"/>
Last name:	<input type="text" value="Morley"/>
Company:	<input type="text" value="Spoton.net Limited"/>
E-mail:	<input type="text" value="stephen.morley@spoton.net"/>
Telephone:	<input type="text" value="01234 567890"/>
Password:	<input type="password"/>

Leave blank to keep current password

March 2016: Site metadata editor

Name	Content	
<input type="text"/>	<input type="text"/>	<input type="button" value="Add"/>
google-site-verification	1ci4Y86OQkJFU509Xhcuw77fVidb0frUaEtnLzBgCsQ	<input type="button" value="Delete"/>
google-site-verification	3/2DBsHz2sMmw07tUa0/o3rBGdGEKX6RcaredEb74M=	<input type="button" value="Delete"/>
google-site-verification	4-ZF1_rkXyL7-n_piPVdDtTe2uxZA3-eelRp2oy2RDc	<input type="button" value="Delete"/>

March 2016: Form submission redirection



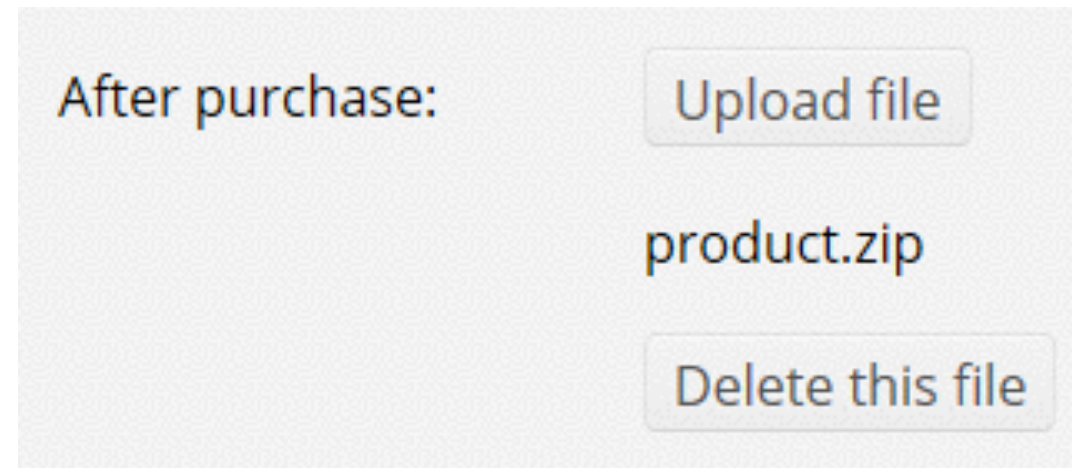
The image shows a configuration window for a form, with tabs for 'Form', 'Layout', 'Messages', 'Conversion', and 'MailChimp'. The 'Messages' tab is selected. It contains three sections: 'Thank-you page' with a dropdown menu set to 'Stay on this page and display thank-you message', 'Thank-you message' with a text area containing 'The form was submitted successfully. Thank you.', and 'Error message' with a text area containing 'The form could not be submitted due to the problems detailed below. Please correct these problems and try again.' At the bottom are 'OK' and 'Cancel' buttons.

Form	Layout	Messages	Conversion	MailChimp
<p>Thank-you page: Stay on this page and display thank-you message</p> <p>Thank-you message: The form was submitted successfully. Thank you.</p> <p>Error message: The form could not be submitted due to the problems detailed below. Please correct these problems and try again.</p> <p>OK Cancel</p>				

May 2016: Product listing details

Product details:	Shown	Not shown
	Image	Buy button
	Name	
	Price	
	View button	





June 2016: Downloadable files for products



June 2016: ePDQ



July 2016: Stock control for product variants

Size	Stock
32cm × 20cm	<input type="text" value="62"/>  
64cm × 40cm	<input type="text" value="46"/>  

[Save](#)

September 2016: Blog

IT wins national award

[◀ Back to blog](#)

Posted on 9th September 2016 at 16:03

Our IT department emerged victorious from the Data Centre Technology Awards, having won the Green Data award in recognition of the advanced passive cooling technologies employed at our new data centre.

Tagged as: [Development](#)

Share this post:



Why develop our own blog?

WordPress is another interface to learn

Saves paying WordPress

Saves developer time

WordPress designs don't match the site

Blog features: posts

IT wins national award

[◀ Back to blog](#)

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Share this post:     

Blog features: main blog page

Archives

- [September 2016](#)
- [August 2016](#)
- [July 2016](#)

Tags

- [Development](#)
- [Finance](#)
- [Marketing](#)

IT wins national award

Posted on 9th September 2016 at 15:03

Our IT department emerged victorious from the Data Centre Technology Awards, having won the Green Data award in recognition of the advanced passive cooling technologies employed at our new data centre.

[Read more](#)

你好中国! First Chinese office opens

Posted on 3rd September 2016 at 12:39

Our first Chinese office, located in Guangzhou Science City, was opened today by managing director Elspeth Allanach. "This new office means we can better serve one of the world's most rapidly expanding markets", said Ms Allanach.

[Read more](#)

Demonstration

Launch

available on your demo sites tomorrow
available to clients from 10th October

it'seeze Admin System Updates

Simplifying the Site Creator



Colour section retired

Reduced number of steps:



Name the site



Choose layout



Enter the editor password

The screenshot shows the '2. Layout' step of the Site Creator. At the top, there is a progress bar with three steps: '1. Name' (dark grey), '2. Layout' (orange, currently active), and '3. Go' (dark grey). Below the progress bar, the heading '2. Choose your layout' is displayed. A paragraph of text reads: 'Please select a layout for your site. Your layout choice sets the position of the main parts of the page — headers, footers, navigation, and content areas.' Below this text, there are two layout options. The first is 'Horizontal navigation ("horizontal")', which shows a wireframe with sections for 'Header', 'Dropdown', 'Content', and 'Footer'. The second is 'Vertical navigation ("vertical")', which shows a wireframe with sections for 'Header', 'Tree', 'Content', and 'Footer'. Each wireframe has an orange button labeled 'Choose this layout' at the bottom.

Creating new pages



No longer choose between category and content pages



Now just click 'New page'



Knowing what jobs have been submitted



Easier to check the status of a website or job



Colour-coded with a prominent notice

You have not submitted all of the content for your website

(1 job due 16 working days ago)

Please review the Population History below for details of the status of each of the jobs for you website.

There is currently 1 job for which content has not yet been submitted.

You should click the 'View Content' link next to each entry to see the details of the content that is required.

Population History

Content	Paid	Submitted	Completed	Purged	Status	
1 custom	26 Feb 2016	26 Feb 2016	-	-	Content submitted	View Content
16 pages, 2 extras	04 Jan 2016	-	-	-	Awaiting content 100%	View Content

Content successfully submitted to it'seeze

Submitted today

The content detailed below has been submitted to it'seeze for addition to your website.

If you need to make minor changes to the content that you have submitted before it is added to your website, please email [Amendments Dev](#) with the details.

If you need to make major changes or supply other content, please telephone it'seeze on 01803 407 470 as soon as possible so that your content submission can be reset.

You may review the content that you have submitted below:

Submitting upgrades

3 easy steps:

1. Click the upgrade button
2. Choose upgrade option
3. Go to the 'Content' page to submit the upgrade

Select Website Type

Please select which type of it'seeze website you would like to upgrade to from the choices below:

it'seeze	Max (responsive) It'seeze Max is our full featured website editing system providing a fully editable responsive website with unlimited pages...	➤
it'seeze	Commerce (responsive) It'seeze Commerce is an enhanced version of our full featured responsive website editing system, integrating online commerce...	➤
it'seeze	Max (responsive) with New Design It'seeze Max is our full featured website editing system providing a fully editable responsive website with unlimited pages...	➤
it'seeze	Commerce (responsive) with New Design It'seeze Commerce is an enhanced version of our full featured responsive website editing system, integrating online commerce...	➤

Payment page change



Now clear to
customers what
to do after
making their
initial payment

it'seeze websites
brilliant designs – better results

Franchises > Customers > Accounts > Production > Sales > Reports > Config > Security > Logs > Logout

Details > Areas > Customers > Websites > Timeline > Prospects > Bank Details > Income > Franchise Notes

Account > Websites > Payment History > Customer Notes

C0900100 - Bloggs Inc
Make Payment by Credit or Debit Card

Payment received ✓
An invoice has been emailed to you

↓

Next Step

Set up your subscription >

Thank you

Customer emails



Now more user friendly



Soon to be added to the support site

it'seeze websites
brilliant designs – better results

WELCOME

Dear X

Welcome to it'seeze websites.

Thank you for your payment. Please find attached a copy of the invoice for your records, and the Terms of Sale of your website.

You may also view these by clicking on the following links:

[Invoice](#)

[Terms of Sale for websites](#)

[Terms of Sale for bespoke work](#)



tes
results

cting additional features
website.

ve can get started,
the link below to pay.

ick Here



sites
results

-friendly website is live.

now to edit your website.

I be in touch to show you how to use the
text and images on your new website. It
- and soon you will be a total pro.

New reports



Sales and Cancellations

See the number of websites sold and cancelled



Upgrades and Downgrades

See the number of websites that have been upgraded and downgraded



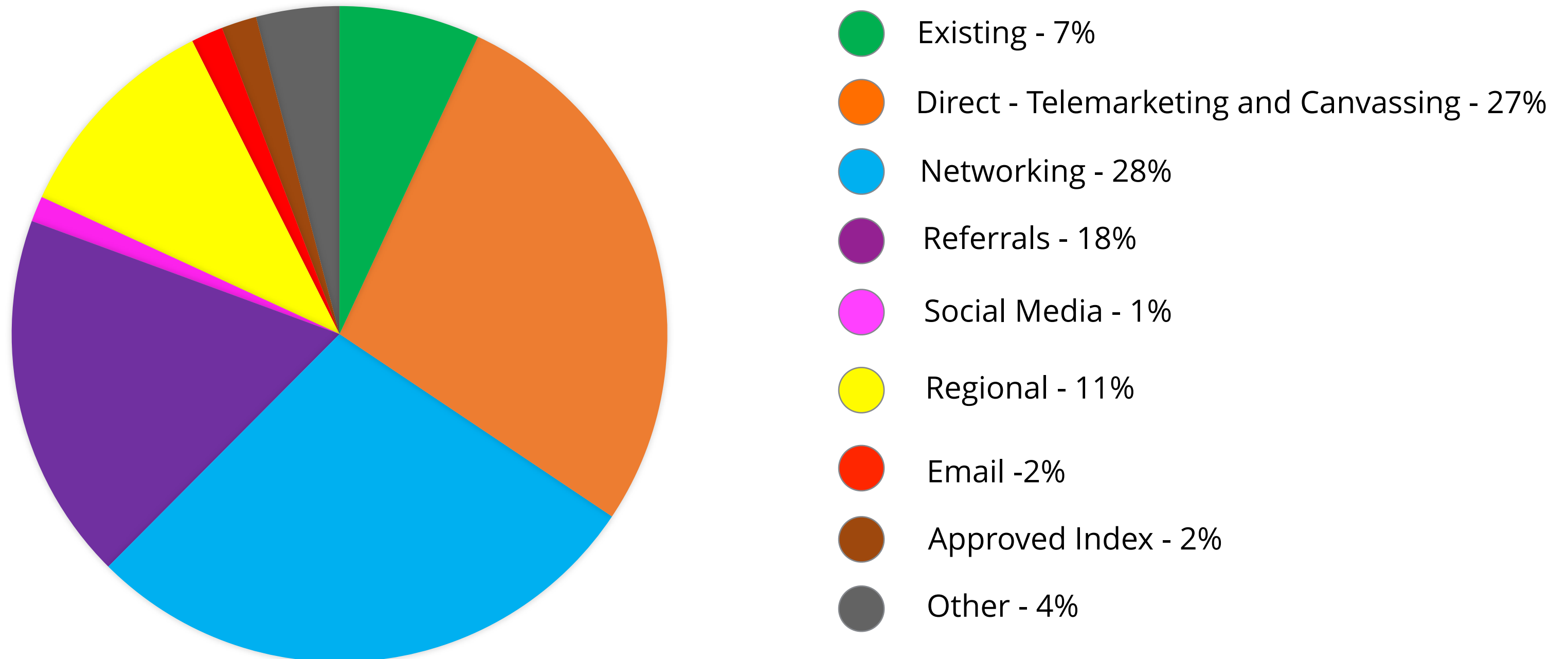
Timeline

See and manage the production progress of each website sold

Let's take a look

Marketing Update

Lead Sources – year to date



**New ideas for 2016/2017 and progressing what's
worked over the past 12 months**

Upgrade Promotion



Phase 1 (segmented): Jan – July 2016

Selected clients got a mass marketing email each month
20% upgraded



Phase 2 (increased targeting): Sept - onwards

Promote new prices

Promote blog

Sending email campaigns

Pop-up on the Support Website

Promote in client newsletters

Email Campaigns



From 1st October we shall no longer be sending a monthly prospect email



You can request one email broadcast a month from a range of templates or we will create something bespoke



You must follow up click-throughs with a telephone call



Avoid using Mailchimp for prospecting

Regional Websites

Looking Forwards:



Maximise Google My Business



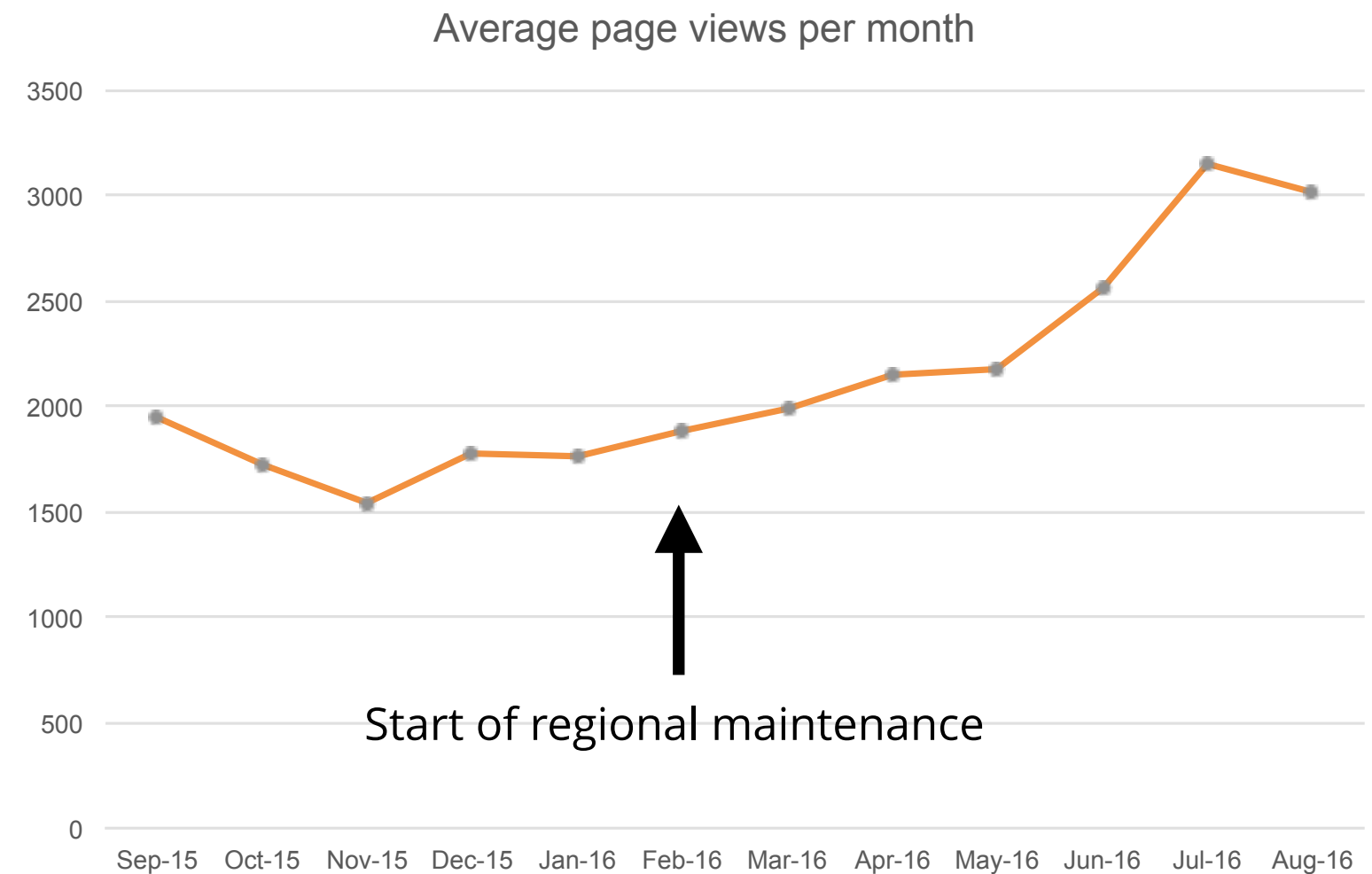
Professional in-house copywriter to add content on regional sites



Regional sites being re-designed



Blogging . . .



Sales from regional sites grew 44% from Q1 2016 to Q2 2016.

Using the blog on regional sites



Regional blogs:

New clients and sites

Relevant local business events and news (grants, awards etc)



National blog:

Best practice, advisory articles & tips about web design, SEO, online and offline marketing (request such articles for regional website)

'Blogging Guide' in packs and on Support website

Launch of blog facility

Promoted via:



National website



Regional websites



Prospect e-shot template



National social media platforms



Within all upgrade marketing materials to clients

Your ideas /
needs to market
the blog facility
– nationally and
regionally?

Remarketing / Retargeting Campaign



Pilot campaign for 3 months

How it works:

Using code on our website and social media channels we can track visitors

Visitors browse the internet and see tailored adverts promoting it'seeze

We can track click-throughs and conversions



How we market our prices

What's changing

Key messages:

Monthly price will be given more focus than upfront price

No longer make reference to 'spreading the cost' – focus on service value

Currently	Change to
Contract	Agreement
Contract Length	Minimum Term
Monthly Fee or Subscription	Price Plan
Set Up Fee	Upfront Payment

REMINDER: Can defer first monthly payment by one month – must request this in admin system.

National Winter Campaign



Objective: Drive incremental sales across all regions



Campaign: Every Max or Commerce sale will receive the following:

A FREE scrolling or fading image banner (up to 5 images)

Entry into a prize draw to win a professional commercial photoshoot

Approved Index



Who are they?

Third party company that get enquiries from people looking online for website providers (and other services)

Qualify and pass each enquiry on to 4 website providers



To date:

Second trial very successful (60% conversion rate) if followed up immediately and local USP promoted



Looking forwards:

Develop postcode facility

Franchisees can participate in campaign through head office – minimum spend 10 leads a month

Upsell Extras



New extras



Benefits

Increased earning opportunity

Increase competitive edge

Increase referrals

Research and evaluate any ideas you have